

Phil Sansom October 2017

There are so many reasons to make your show a podcast. You get the freedom to edit together something cool at home, then hear it air on the radio - or you can do it live like a normal show. A podcast will stand out from the pack and get extra publicity from Cam FM. Then, when everything is set up, it can go on iTunes for the world to see.

It's easy to get started with making a podcast too.

STEP 1: Creating the podcast.

Apply for a show on the members site as normal, but specify in the details that you'll be making a podcast, and whether you're recording live or submitting pre-recorded audio files.

If the latter, then each week you can go to your members page and submit the file under the 'Shows' tab. Pre-recording your show means that you can pick any timeslot available, not just when you're free; and if you want you can spend more time crafting a professional-sounding show.

Once a minimum of TWO episodes aired, it's time for the next step.

STEP 2: Getting onto iTunes.

This is a little trickier. iTunes (and other podcast providers) have a set of guidelines about what is and is not acceptable. To complete this step:

YOUR SHOW MUST NOT CONTAIN ANY COPYRIGHTED MUSIC

This is crucial. The only exceptions are music for purposes of criticism or review. Do not put any songs in unless you're 100% sure they fit these exceptions.

Next:

1. Generate an xml file. This is what iTunes references to fill in the information about the podcast, and this is what you have to update every time a new show comes out.

2. Create some cover art. The image must be a minimum size of 1400 x 1400 pixels.

Making the xml file. Use this website: <u>https://codepen.io/jon-walstedt/pen/jsIup</u>. Go down to the 'Helper' tab and fill in each field.

Channel info (details about the show):

Title	The podcast title. Include 'Cam FM' somewhere in the name.
Link	A link to your show page on the Cam FM website.
Language	Put "en-gb"
Copyright	"This sound recording is copyright Cam FM [CURRENT YEAR]. All rights reserved."
Subtitle	iTunes will show this in the podcast description
Author	Your name
Summary	Summarise the show
Owner	"Cam FM"
Owner email	" <u>entertainments@camfm.co.uk</u> "
Image url	"https://members.camfm.co.uk/podcasts/[YOUR IMAGE
	FILE.FILETYPE]"
Category	Category on the iTunes podcast store

Episode info (you need to fill in one of these for each episode):

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Copy and paste the resulting code into a text editor file (eg in notepad) and save it as [SHOWNAME].xml.

Once all this is done, send the xml and image files to the Cam FM Entertainments Editor (<u>entertainment@camfm.co.uk</u>) and they will review your application. If possible also send them the audio files; if not, make sure they're uploaded to cuedex. The Entertainments Editor will review the show to make sure it's at good enough quality, and doesn't contain any copyrighted material.

If everything has gone well, they will send you a link to your live podcast. Bask in your new fame and glory - you are now on iTunes!

STEP 3: Maintaining the podcast.

You will need to update the iTunes feed when new episodes come out, by adding the data for each new episode into the xml.

Go back to (<u>https://codepen.io/jon-walstedt/pen/jsIup</u>) and fill in the 'episode info' for your new episode. Put the new code in your saved xml and send it back to the Entertainments Editor, who will update the version on the website.